WHAT IS CLAIMED IS:

- 1. A tamping labeler for use in a labeling apparatus, comprising:
- a tamping face having a base and projections projecting outwardly from said base for maintaining at least a substantial portion of a label at a stand off from said base.
- 2. The tamping labeler of claim 1 wherein said tamping face has a plurality of holes.
- 3. The tamping labeler of claim 2 wherein said projections are arranged such that each hole is at least partially surrounded by at least one of said projections.
- 4. The tamping labeler of claim 1 wherein at least some of said projections are ridges.
- 5. The tamping labeler of claim 3 wherein said at least some of said projections are circular ridges.
- 6. The tamping labeler of claim 1 wherein at least some of said projections are domes.
- 7. The tamping labeler of claim 1 further comprising flexible accordion sides for allowing said tamping labeler to extend and retract.
- 8. The tamping labeler of claim 7 further comprising a one-way valve for blocking said holes when a positive pressure is introduced into said tamping labeler.
- 9. The tamping labeler of claim 1 wherein said tamping face is textured and said projections result from the texture of said tamping face.
- 10. A bellows for use in a labeling apparatus, comprising:
 - a tamping face having a base and projections projecting outwardly from said base for maintaining a label at a stand off from said base.

11. A bellows for use in a labeling apparatus, comprising:

a tamping face having projections for reducing surface tension between a label held by vacuum to said tamping face and said tamping face when said tamping face is wet.

12. A product labeling apparatus, comprising:

an indexing turret carrying a plurality of tamping labelers, each tamping labeler having a tamping face with a base and projections projecting outwardly from said base for maintaining at least a substantial portion of a label at a stand off from said base;

a vacuum chamber in fluid communication with each tamping labeler other than at a labeling station;

a positive pressure chamber in fluid communication with a tamping labeler at said labeling station;

a label supply for supplying a label to a tamping face of a tamping labeler at a label supply station spaced from said labeling station.

- 13. The product labeling apparatus of claim 12 wherein said tamping labeler comprises a flexible bellows having a retracted position and an extended tamping position.
- 14. The product labeling apparatus of claim 12 wherein said base of said tamping face of each tamping labeler has a plurality of holes.
- 15. The labeling apparatus of claim 14 wherein said projections are arranged such that each hole is at least partially surrounded by at least one of said projections.
- 16. The labeling apparatus of claim 13 wherein at least some of said projections are ridges.
- 17. The labeling apparatus of claim 15 wherein said at least some of said projections are circular ridges.
- 18. The labeling apparatus labeler of claim 13 wherein at least some of said projections are domes.

- 19. The labeling apparatus of claim 14 further comprising a one-way valve for blocking said holes when a positive pressure is introduced into said tamping labeler.
- 20. The labeling apparatus of claim 13 wherein said tamping face is textured and said projections result from the texture of said tamping face.